

REQUEST FOR PROPOSAL

CITY of BISBEE
TOURISM WEB SITE REDESIGN
&
MARKETING MATERIAL
REDESIGN

Creation of A New Tourism Web Presence
Based on Responsive Design
For the City of BISBEE

Requested by:

BISBEE of Bisbee
118 Arizona Street
Bisbee, Arizona
85603

Issued on:

5/7/2015

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1.0 INTRODUCTION

BISBEE is a vibrant rural City located adjacent to the SE border of the United States. As one of the more unique overnight destinations in Cochise County, BISBEE is committed to providing a broad range of amenities and services to its residents and visitors alike.

The City recognizes that tourism, overnight visitors, and day trip visitors represent an important economic generator for the community. The City currently has tourism information located on its tourism web site www.discoverBisbee.com.

The goal of this initiative is to promote Bisbee as an overnight destination.

The City is seeking to enhance its current tourism page www.discoverBisbee.com to provide mobile capability (responsive web pages, as a first phase of a broader corporate website redevelopment). We are also looking at the potential of adding more technical features to the tourism site to include online experience-based products with potential to develop trip advisor type of interactive technology.

Another key aspect of the project is to develop a refreshed brand package for reproduction and use in various travel publications, visitor center rack cards, travel websites, and marketing packages.

2.1 INSTRUCTIONS TO PROPONENTS

2.2 Invitation

The City of Bisbee is seeking proposals from qualified individuals, teams, or firms to provide professional services to enhance its current tourism web site and overnight destination tourism marketing material. This new website will be mobile capability (responsive web pages). We are also looking at the potential of adding more technical features to the tourism site to include online experience-based products with potential to develop trip advisor type of interactive technology. The project will also include identifying regional tourism interests as a means of supporting a coordinated approach to tourism investment attraction product development (branding) within Bisbee and the region through regional partners such as Arizona Office of Tourism.

The budget for this project will not exceed \$15,000.

The Bidders are to provide eight (8) hard copies of their proposal and (3) digital copies in a sealed package, clearly identified as to the contents and addressed to:

The City of Bisbee
Office of the City Clerk
118 Arizona Street
Bisbee, AZ 85603

Attention: Website and Rebranding Initiative

Proposals must be received at this location **NO LATER THAN** Friday, June 12, 2015 at 3:00 Arizona Time.

Proposals received after the above due date and time will not be considered and will be returned unopened to the Bidder. Fax or electronic submissions will **not** be accepted.

2.3 Charge for Documents

All documents, including background information, will be provided at no cost.

2.4 Costs Incurred by Proponents

All expenses incurred in the preparation and submission of proposals shall be borne by the Bidder. No payment will be made for any proposals received, or for any other effort required of or made by the Bidder prior to the commencement of work defined by the proposal approved by the City.

2.5 Acceptance of Terms

All those who submit a proposal represent that they have read, completely understand, and accept the terms and conditions of this Request for Proposal (RFP) in full.

2.6 Clarification

All inquiries regarding this RFP are to be directed to the individual identified below. Inquiries must be received in writing via email no later than May 29, 2015. All inquiries received and the responses provided will be sent by the City by way of written addendum(s) on the City of Bisbee's website, no later than Wednesday, June 3, 2015, without naming the source of the inquiry.

Ilonda Smerekanich
Visitor Center Manager
Email: ilona@discoverbisbee.com

2.7 Terms of Payment

The successful Bidder shall be reimbursed for actual work completed and time spent on the project. Invoices are to include supporting documentation for all disbursements. Disbursements will be paid at cost.

Invoices submitted by the Bidder shall include the project title, a description of the work completed and a billing summary. This summary shall include the tasks set forth in the financial submission and shall indicate the budgeted cost, percentage invoiced to date and a total of these amounts for each task.

2.8 Proposal Validity

Proposals shall remain valid and open for acceptance by the City for a period of at least sixty days (60) calendar days following the deadline for receipt of proposals.

2.9 Follow-On Contracts

The City reserves the right to award subsequent phases of the project to the successful proponent, and fees for any follow-on contracts shall be based on the same unit or per diem rates proposed under this RFP, unless negotiated and approved otherwise.

The City also reserves the right to request competitive proposals for subsequent phases of the project if deemed to be in the best interests of the City of BISBEE.

3.1 TERMS OF REFERENCE

3.2 Background

BISBEE is seeking to enhance its current tourism page www.discoverbisbee and its economic development tourism marketing material. The website will provide mobile capability (responsive web pages, as a first phase of a broader corporate website redevelopment). We are also looking at the potential of adding more technical features to the tourism site to include online experience-based products with potential to develop trip advisor type of interactive technology.

3.3 Goals

- Develop and launch two (1) new sites by November 2015 (accommodate tourism season)
- Develop new branding material used by the Manager of Bisbee's Tourism Office. The branding material will be used in Visitor Center card racks, travel journals, tourism websites, Arizona Office of Tourism distribution channels, etc.
- Improve and enhance the user experience (content & functionality)
- Build on the growing brand awareness of the City of Bisbee's tourism and **promotion of Bisbee as an overnight destination.**
- Identify and build on potential tourism partners (local and regional), product, branding and networks

3.4 Scope of Project

The City requires two (1) new websites to replace the existing site and page. The new websites should take full advantage of current technologies, while remaining affordable and easy to use. It is desired that one firm or team, be selected to work with the City to handle the design and development of the site and development of the rebranding/marketing material for several reasons:

- Same technology to be deployed on the website
- Content of one site may integrate with other sites, if applicable
- Efficiency of design and development approvals (less staff time)
- Single training session to train for updating both sites (less staff time)
- Economy of scale allows for 'bundled' pricing (reduced costs)

3.5 Core Requirements

- Responsive Web Design, to adapt to various device sizes (mobile/tablet/laptop/desktop)
- Visually pleasing, reflecting the NG brands
- Easy to use/easy to navigate

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- Open Sourced, widely-supported Content Managed System (non-proprietary)
 - Search Engine Optimized
 - Easily updated and expanded

- Social network linkages
- Availability to train admin staff (one time, both sites)
- Hosting for both sites
- Maintenance/support (annual) for both sites

3.6 Website Features Required

- Things to see and do
- News Section
- Integrated Google mapping (showing points of interest/properties)
- Photo & Video Galleries
- Electronic Newsletter
- Event Calendar (tie in with existing or stand-alone to be determined)
- New content creation & development (map info, text writing & editing, photo research & selection)

3.7 Summary of Key Dates for Proposal

Distribution of RFP	May 7, 2015
Submission of proposal	June 10, 2015
Notification to attend consultant interview (if necessary)	June 19, 2015
Consultant interview (if necessary)	June 26, 2015
Anticipated award of assignment (at the latest)	July 1, 2016

4.1 EVALUATION CRITERIA

The successful Bidder will possess the requisite technical skills to deal with the complex matters to be addressed in the scope of work and will be required to work directly with City staff, the public, agencies and stakeholders in a professional manner.

To achieve this, the City is interested in a firm, which in addition to sound technical qualifications, exhibits such skills as timeliness, diplomacy, tact, strong communication ability (both written and verbal) **and an intimate understanding of the City of Bisbee's culture, history, and overall unique qualities.**

The successful Bidder must demonstrate:

- Ability to meet all RFP requirements
- Background of firm (experience in tourism and economic development, reliability, responsiveness, availability, quality assurance, training, etc.)
- Previous and related experience, including portfolio of similar projects, with references

- Preference given to firms with a Registered Graphic Designer (RGD) on the team. This is not a requirement for submittal.
- Financial proposal, with detailed cost breakdown for services provided
- Hosting solution quoted separately

4.2 Basis of Selection

The City intends to recommend the appointment of the Bidder on the basis of best overall value, and not necessarily the lowest bidder, based upon a review of the technical and fee proposal, and may request a telephonic consultant interview (if necessary). The Bidder appointment is subject to approval by the City Council.

4.3 Selection Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
<i>Technical:</i>	
Qualifications and Experience of Company	10
Qualifications and Relevant Experience of Project Team	20
Understanding of Bisbee Culture	10
Quality of Approach and Methodology	20
Proposed Work Plan and Schedule	20
Sub-total	80
<i>Financial:</i>	
Fees and disbursements (including sub-consultants)	20
Total	100

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

Technical proposals scoring 60 points or higher will be evaluated financially, on the following basis:

The lowest cost submitted will be awarded 20 points, and the other cost proposals will be awarded points based upon the ratio of the cost submitted to the highest cost submitted, e.g.:

$$\text{Points} = 20 \times \left(1 - \left[\frac{\text{Proposal cost} - \text{Lowest}}{\text{Highest} - \text{Lowest}} \right] \right)$$

Up to three (3) of the highest rated proposals may be invited by the City to attend an interview to present and discuss their proposal if deemed necessary through the screening process. Interview details and evaluation criteria will be provided at the time of notification of request to attend an interview.

4.4 Qualifications and Experience of Company

Provide a brief company profile and recent relevant experience. Provide three (3) similar projects completed by your firm/team, including as a minimum, one (1) project completed in the last five (5) years. Provide client references for each project.

4.5 Qualifications and Recent Relevant Experience of Project Team

Provide the qualifications, recent relevant experience and responsibility of each member of the project team (Project Manager, key team members, sub-consultants and other staff), clearly stating the employment history of the Project Manager and key team members, years with current firm and work location. Resumes should be included in an appendix.

4.6 Understanding of Objectives

Describe your understanding of the assignment, including overall scope and objectives, noting any particular issues that may require specific attention.

4.7 Quality Approach and Methodology

Describe the approach and methodology to be followed in completing all aspects of the assignment in order to achieve the stated project objectives.

4.8 Proposed Work Plan and Schedule

Provide a work plan and schedule in the form of a Gantt chart to illustrate the breakdown of the major tasks and the level of effort of the individual team members in sufficient detail to allow a complete understanding as to how and by whom the work is to be carried out.

The Bidder shall outline the measures that it has in place to ensure the project delivery and cost control to meet the needs of the City.

4.9 Fees

The Bidder is to provide a total price breakdown, including all design fees, sub-consultants and disbursements to complete this assignment in accordance with the services detailed herein in the Bidder's proposal.

The breakdown of fees shall be presented in a table format identifying the level of effort that each team member has allocated to each of the tasks in the proposed work plan, as well as disbursements for each task, if applicable.

All reasonable and proper expenses incurred by the Consultant shall be reimbursed without any allowance thereon for overhead and/or profit. The following costs shall not be reimbursed:

- Communication expenses including facsimile, local phone and cellular charges;
- Standard PC or computer aided design and drafting equipment (excludes specialized equipment or software as identified in Consultant's proposal); and
- Travel and living expenses unless identified in the proposal or approved in advance.

The Bidder shall not be reimbursed for any additional public meetings, should they be required.

4.10 Bidder Interviews

Up to three (3) of the highest rated proposals **may** be invited to make a brief presentation (15 minutes) to the Evaluation Team on this project to discuss their methodology and approach to this assignment.

5.0 SPECIAL TERMS AND CONDITIONS

Submission of a proposal constitutes acknowledgement the proponent has read and agrees to be bound by all the terms and conditions of the Request for Proposal.

The City will not make any payments for the preparation of the response to the Request for Proposal. All costs incurred by a proponent will be borne by the proponent.

This is not an offer. The City does not bind itself to accept the lowest price proposal or any proposal submitted.

The City has the right to cancel the Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the City as a result of the cancellation or re-issuing of the Request for Proposal.

If a contract is to be awarded as a result of the Request for Proposal, it will be awarded to the proponent whose proposal, in the City's opinion, provided the best potential value to the City and is capable in all respects to fully perform the contract requirements and the integrity to assure performance of the contract obligations based on the objective assessment outlined above.

If the City decides to award a contract based on a submission received in response to this Request for Proposal, the successful proponent will be notified of the intent to award in writing, and the subsequent execution of a written agreement shall constitute the making of a contract. Proponents will not acquire any legal or equitable rights or privileges whatsoever until the contract is signed by both parties.

In the event of any inconsistency between the RFP and the contract, the contract shall govern.

The City reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria. Unsuccessful proponents may be provided with a verbal debriefing on the evaluation of their submission after the selection process has been completed.

Proponents may not amend or withdraw their proposals after the closing date and time.

Proposals will be evaluated as soon as practicable after the closing time.

The proposals and accompanying documentation submitted by the proponent are the property of the City and will not be returned.

Proponents are advised that all communications with the City related to this RFP during the bidding process must be directly and only with the individual nominated in section 2.5.